

# Analyzing the European Footwear Industry

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## Abstracts

The footwear market includes all men's, women's and children's shoes sold through every retail channel, including mail order and the Internet. All types of shoe are taken into account within the market's value, including sports, house and street shoes, boots and sandals. The market's value is calculated at retail selling price (RSP) and includes all applicable taxes.

The European footwear industry produces in a market of millions of consumers, all with an individual feeling for fashion, style, comfort and fit. Footwear in Europe is still, to a large extent, an expression of individual lifestyle and cultural education. The types of footwear produced in Europe are as varied and complementary as Europe's consumer profile.

Aruvian's R'search presents "Analyzing the European Footwear Industry" – a study of the footwear sector in Europe, which assesses the industry from the production level to consumption levels. The report looks at the increased competition the European Footwear Industry is facing from Asian countries, trade in the sector, effect of globalization on the overall footwear industry, the distribution channels, and much more.

An analysis of the typical profile of a footwear customer is also included in this report – helping the industry experts understand what it is that consumers are looking for in footwear and what is it that drives the industry in today's world.

Profiles of leading industry contributors such as Nike, Reebok, Adidas, are included in the report, along with a regional analysis consisting of France, Germany, UK, Italy, and more.

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